

Iowa WIC Vendor Newsletter

Volume 16 Issue 9 September 2015

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Iowa WIC Toll-Free In-State
800-532-1579

Iowa WIC Direct Number
515-281-6650



Vendor Complaint Process

To report Program abuse or fraud, or to file a complaint against another vendor, local WIC agency or WIC shopper you may use one of the following- options:

- **Call:** State WIC Program, Vendor Section at 515-281-6650 or toll free within Iowa 1-800-532-1579
- **Write:** Submit stamped/addressed Vendor Comment Card or write to
Iowa Department of Public Health
Attn: WIC Vendor Section
321 East 12th Street
Des Moines, Iowa 50319-0075
- **FAX:** Submit Vendor Comment Card via FAX at 515-281-4913
- **Email:** Donald.Gourley@idph.iowa.gov

Vendor Price Assessment Report Survey (PARS) used to develop Peer Group Pricing

Stores are required to submit PARS reports at the time a WIC Vendor application is submitted. Random PARS are completed as needed to keep Not To Exceed (NTEs) values in line with competitive price changes. Corporate and/or individual store PARS are requested at least every six months. Prices submitted are subject to on-site verification by State Agency staff. Providing false/incomplete price data may affect your store's selection/continued participation with the Iowa WIC Program.

The Iowa WIC Program reviews all redeemed food instruments to ensure that prices charged to WIC participants are the same as, or lower than, prices charged to non-WIC participants for the same items. If a food instrument exceeds its state wide peer group value, the food instrument will be rejected by the WIC bank and returned to the vendor.

eWIC Contacts — CDP / FIS

Contacts for Technical eWIC Questions

Jim Chilcoat	Jim.Chilcoat@cdpehs.com	502-695-1999
Retail Relationship Manager CDP		
Steven Jeantet	Steven.Jeantet@cdpehs.com	405.496.9192
Deputy Project Manager CDP		
Gail Lumsden	Gail.Lumsden@fisglobal.com	
Senior Program Manager—Government Solutions (FIS)		

Violation points

Program violation points are detailed in your signed Iowa WIC Agreement. The assignment of violation points does not limit the Department's right to impose more severe penalties and sanctions in cases in which there is evidence of an intentional or systematic practice of abusing or defrauding the Iowa WIC Program. The following table lists the vendor violations and the points assigned for each event.

2012-2015 Violation	Points
Accepting food instrument(s) outside the valid dates of use.	5
Depositing food instrument(s) more than 15 days after purchase date.	5
Accepting food instrument(s) with no printed valid dates of use.	5
Refusal to accept valid WIC food instruments from participants.	10
Discriminatory treatment of WIC participants, such as requiring WIC participants to use special checkout lanes or provide extra identification.	10
Providing to WIC participants incentive items not prior authorized by the department.	10
Failure to carry out corrective action plan developed as a result of monitoring visit.	10
Failure to reimburse department for potentially overpaid food instrument or provide reasonable explanation for the cost of the food instrument.	5
Accepting the return of food purchased with WIC food instruments for cash or credit toward other purchases.	10
Failure to use the WIC vendor stamp issued by the Iowa WIC program.	5
Issuing "rain checks" or credit in exchange for WIC food instruments.	10
Stocking out-of-date, stale, or moldy WIC foods.	10
Failure to submit vendor price assessment reports as requested.	10
For vendors that have special WIC prices, failure to post WIC prices on the shelf or on the package.	15
Cashing food instrument(s) without amount, date of purchase, or participant signature.	15
Contacting WIC participants in an attempt to recover funds not paid by WIC.	15
Providing false information on the price assessment report.	15
Failure to train all employees and ensure their knowledge regarding WIC program procedures set forth in the vendor's current agreement and in the current publication of the Iowa WIC program's vendor instruction booklet.	10
Requiring WIC participants to purchase a particular brand when other WIC approved brands are available.	10
Not allowing WIC participants to use discount coupons or promotional special to reduce the WIC food instrument amount.	10
Requiring other cash purchases to redeem WIC food instruments.	15
Failure to allow purchase of up to the full amount of WIC foods authorized on the food instrument if such foods are available and desired by the WIC participant.	20
Failure to obtain infant and/or special needs formula from an approved source listed by the State WIC program.	15
Offering incentive items with a value more than \$1.99.	15
Developing and using promotional materials, including stickers, tags, labels, or channel strips with the WIC service mark to identify WIC approved foods.	5
Developing and using store created WIC vendor identification decals to indicate store is an authorized vendor.	5

All Current WIC Agreements expire September 30, 2015.

Stores not signing 2015-2018 Re-Authorization Agreements will not be authorized to accept

Date	Mandatory WIC Training			
	Remaining 2015-2018 Combined Grocery & Special Purpose Mandatory Meetings Combined Grocery and Special Purpose Vendor Meetings Any Questions - Contact Don Gourley (515-281-6205 OR via email Donald.Gourley@idph.iowa.gov)			
September 16	9:00 to Noon	Johnson County Health Grocery and Special Purpose Vendors	Iowa City	855 South Dubuque St. Rm 203B & C
September 16	1:30 to 4:30	HyVee ONLY	Iowa City	855 South Dubuque St. Rm 203B & C
September 23	8:00 to 1:00	LAST MEETING Grocery and Special Purpose Vendors	Des Moines	502 East 9th Street Wallace Building Auditorium

Questions regarding WIC approved items signage

WIC Approved shelf tags/channel tags

Does Iowa WIC provide channel/shelf tags to the authorized stores and/or the manufacturer?
Iowa does not provide channel/shelf tags.

WIC Approved items — guidelines for shelf tags/channel tags

- What are the restrictions on color or design?
 - Iowa has no restrictions on color – the design must be approved by the Iowa WIC Program prior to being placed on the shelf.
 - Design must be generic – stating **WIC Approved**.
- What size/design does the tag have to be?
 - Iowa does not specify the size or the design of the tag.
 - Most stores/companies are creating “authorized” channel tags not flags or shelf talkers
- Can companies/warehouses put their logo on the tags?
 - No, tags must be generic..
- Who needs to approve the shelf tags/channel tags?
 - The Iowa WIC Program must approve the tags, following USDA guidelines.
 - Submit tag design to:
Iowa Department of Public Health
Attn: WIC Program, Don Gourley
321 East 12th Street
Des Moines, Iowa 50319-0075
- How are approved tags distributed and who is responsible for installation/maintenance?
 - Tags are distributed by the company supplying the tags.
 - It is a store decision as to who puts up the tags.
 - The store must maintain the tags.
- What cities/stores will allow these tags?
 - There are no cities in Iowa that deny placement of tags
 - It is a corporation/store decision to use WIC Approved Product tags.

**** Reminder ****

- **Tags/signage must be generic (no private label or national brand names printed on the tags).**
- **Placement is on “all” items within a category (i.e.: all approved brands within the fish category would be required to be signed – not just one brand).**
- **Permission to use tags within a category is a store decision – the Iowa Program does not require tags/signage. Stores are responsible for maintaining labels.**

Iowa Department of Public Health
Attn: Iowa WIC Program
Lucas State Office Building
321 East 12th Street
Des Moines, Iowa 50319-0075

Attn: Store Management and Store Associates
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Iowa Program Vendor Contacts

WIC Vendor Coordinator—Don Gourley	515-281-6205	donald.gourley@idph.iowa.gov
WIC Vendor Representative—Ken Kane	515-281-3929	kenneth.kane@idph.iowa.gov
WIC Vendor Nutritionist—Nicole Newman	515-281-4545	nicole.newman@idph.state.gov
WIC Bureau Secretary—Sherry Smith	515-281-6650	sherry.smith@idph.state.gov
In-State Toll Free #: 800-532-1579		State WIC FAX#: 515-281-4913

Iowa Department of Public Health

Attn: Iowa WIC Program

321 East 12th Street

Des Moines, Iowa 50319-0075

Iowa Web site: www.idph.state.ia.us/wic

FNS Web site: <http://www.fns.usda.gov/wic>.

Iowa WIC Facebook site: www.idph.state.ia.us/wic



The Iowa WIC Program reserves the right to limit the purchase of products that cost more than average price of similar products, in order to serve as many participants as possible under USDA guidelines. Products with special claims may not be approved.

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